

REMARKS

In response to the above identified Final Office Action, Applicant has amended the application and respectfully request reconsideration thereof.

Amendment of Claims

Claims 11 and 18 have been amended to clarify that the first and second content types are included in results from a first analysis. Support for these amendments may be found on page 17, lines 1-14. Applicant acknowledges that an amendment to any finally rejected claim cannot be entered as a matter of right; however, claim amendments may be entered where they merely adopt examiner's suggestions; remove issues for appeal or, in some other way, require only a cursory review. Applicant believes the proffered amendments will require a cursory examination by the Examiner and have placed the claims in condition for allowance.

Response to Claim Rejections – 35 USC § 102

Claims 1, 3-15, 17-23, and 25 stand rejected under 35 U.S.C. § 102(e) as being allegedly anticipated by Cameron, et al. (U.S. Patent No. 6,202,062).

To anticipate a claim, the reference must teach every element of the claim.

"A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference."

Applicant respectfully submits that the rejection of claims 1, 3-15, 17-23, and 25 under 35 U.S.C. § 102(e) have been overcome and is addressed for the reason that Cameron does not disclose each and every limitation of the claim 1 of the present application.

Claim 1 includes the following limitation:

wherein the content management system is to provide...results having personalized content

The Final Office Action, in rejecting claim 1, contends that the above limitation is anticipated by the following disclosure in Cameron:

FIG. 17 presents the detailed logic associated with the many different methods for accessing this centrally stored profile. The profile database 1710 is the central storage place for the users' profile information. The profile gateway server 1720 receives all requests for profile information, whether from the user himself or merchants trying to provide a service to the user. The profile gateway server is responsible for ensuring that information is only given out when the profile owner specifically grants permission. Any device that can access the public Internet 1730 over TCP/IP (a standard network communications protocol) is able to request information from the profile database via intelligent HTTP requests. Consumers will be able to gain access to services from devices such as their televisions 1740, mobile phones, Smart Cards, gas meters, water meters, kitchen appliances, security systems, desktop computers, laptops, pocket organizers, PDAs, and their vehicles, among others. Likewise, merchants 1750 will be able to access those profiles (given permission from the consumer who owns each profile), and will be able to offer customized, personalized services to consumers because of this.

Col. 42, lines 7-27.

The above quote describes processing a request for user profile information. The profile gateway server ensures that user profile information is only given out when the

profile owner grants permission. Any device that can access the public Internet over TCP/IP is able to request user profile information.

Claim 1 requires a method whereby the content management system is to provide...results having personalized content. "Results" include user data and content, as implied by the phrase "personalized content". In contrast, the above quote from Cameron does not describe content, much less personalized content. The above quote from Cameron describes user profile information. Further, the Final Office Action states that Cameron clearly discloses a gateway server that provides "a plurality of results having personalized content" (Page 6). With all due respect Cameron states no such thing; rather, Cameron states that the profile gateway server serves a profile to a merchant's web site which, in turn, uses the profile to provide "personalized content to the user" (Col. 41, lines 66-67). Clearly this example illustrates that the web site adds content to the profile to produce personalized content. Cameron therefore cannot be said to anticipate the above quoted limitation because Cameron describes a profile gateway server that serves profile information without content and claim 1 requires a content management system that provides results having content.

In summary, Cameron does not disclose each and every limitation of claim 1, as required to support a rejection of this claim under 35 U.S.C. § 102(e).

As dependent claims are deemed to include all limitation of claims from which they depend, the rejection of claims 3-10 under 35 U.S.C. is 102(e) is also addressed by the above remarks, and the amendments contained herein.

Claim 11, as amended, includes the following limitations:

retrieving a first content by a first service point, the first content included in results from a first analysis; and

retrieving a second content by a second service point, the second content included in the results from the first analysis.

The Office Action, in rejecting claim 11, contends that the above limitation (retrieving a first content...) is anticipated by the following disclosures in Cameron:

FIG. 15 describes the process for generating the page that displays the agent's current statistics.The server then retrieves the formulas 1550 from the content database 1560 that will be used to calculate the user-centric statistics.

Col. 41, lines 12-16.

The Office Action, in rejecting claim 11, contends that the above limitation (retrieving a second content...) is anticipated by the following disclosures in Cameron:

The system provide Consumer Report-like service that is customized for each user based on a user profile. The system records and provides ratings from users about product quality and desirability on a number of dimensions. The difference between this system and traditional product quality measurement services is that the ratings that come back to the users are personalized. This service works by finding the people who have the closest match to the user's profile and have previously rated the product being asked for. Using this algorithm will help to ensure that the product reports sent back to the user only contain statistics from people who are similar to that user.

Col. 41, lines 24-34.

The first quote from Cameron describes a process to display statistics. Producing the statistics requires retrieval of the formulas 1550 from the content database. The second quote from Cameron describes producing a consumer report regarding a product identified by a user. Producing the consumer report requires finding people

that have previously rated the identified product. The consumer report is generated based on statistics obtained from those people with a user profile that comes closest to matching the user's profile.

Claim 11, as amended, requires a first content and a second content that are both included in results from a first analysis. For instance, a user may request information regarding a sports car that is analyzed to produce a result that includes a first content for the user that includes marketing information and a second content for an agent that does not include marketing information but nevertheless includes other information regarding the sports car. In contrast, the above quotes from Cameron fail to disclose a first and second content included in results from a first analysis. Indeed, the first quote from Cameron identifies retrieval of the formulas 1550 which the Final Office Action identifies as corresponding to the limitation "retrieving a first content" (Page 6) and the second quote from Cameron identifies retrieval of user profiles; however, it remains unclear how the formulas 1550 are related to the user profiles. Cameron therefore cannot be said to anticipate the above quoted limitation because Cameron describes retrieval of formulas 1550 and user profiles that are unrelated and claim 11 requires retrieval of a first content and a second content that are both included in results from a first analysis.

In summary, Cameron does not disclose each and every limitation of claim 11, as required to support a rejection of this claim under 35 U.S.C. § 102(e).

Independent claim 18 includes a limitation corresponding substantially to the above-discussed limitation of claim 11. Accordingly, Applicant requests that the above remarks and amendments contained herein also be considered when examining these other independent claims for allowability.

As dependent claims are deemed to include all limitation of claims from which they depend, the rejection of claims 12-15, 17, 19-23, and 25 under 35 U.S.C. is 102(e) is also addressed by the above remarks, and the amendments contained herein.

In summary, Applicant believes that all rejections presented in the Final Office Action have been fully addressed and withdrawal of these rejections is respectfully requested. Applicant is mindful that the proposed amendment cannot, as a matter of right, be entered. Nonetheless, Applicant believes that the proposed amendment requires only a cursory review by the Examiner to remove issues from appeal. Applicant furthermore believes that all claims are now in a condition for allowance, which is earnestly solicited.

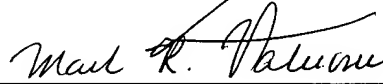
If there are any additional charges, please charge Deposit Account No. 02-2666.

If a telephone interview would in any way expedite the prosecution of the present application, the Examiner is invited to contact André Marais at (408) 947-8200.

Respectfully submitted,

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